

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 COME-00 EB-07 USIA-15 /033 W

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R 171641Z JUL 75

FM AMEMBASSY BRIDGETOWN

TO SECSTATE WASHDC 9226

INFO AMEMBASSY PORT OF SPAIN

UNCLAS BRIDGETOWN 1235

E.O. 11652: N/A

TAGS: BEXP BB

SUBJ: COMMERCIAL ACTION PROGRAM (CAP)

REF: A) STATE 135966; B) BTN A-85 (7/26/74)

1. PRESENT ECONOMIC/COMMERCIAL OFFICER IS SCHEDULED TO BE TRANSFERRED WITHIN NEXT THREE WEEKS. THIS COMMERCIAL ACTION PROGRAM REPRESENTS INCUBENT'S THINKING--WITH WHICH AMB AND DCM CONCUR--REGARDING DESIRABLE DIRECTIONS FOR COMMERCIAL ACTIVITIES. IT MAY BE, HOWEVER, THAT NEW ECONOMIC/COMMERCIAL OFFICER (ARRIVING IN AUG 1975) WILL HAVE IDEAS OR PLANS DIFFERING IN IMPORTANT RESPECTS FROM THIS PROGRAM. SHOULD THIS BE THE CASE, AND AMB AND DCM ARE CONVINCED OF VALIDITY HIS SUGGESTIONS, EMBASSY WILL FORWARD REVISED CAP WITHIN 6-8 WEEKS AFTER HIS ARRIVAL.

2. CONSIDERATIONS RE CAP EXPRESSED IN PARAS 5, 6, AND 7 OF REFAIR CONTINUE TO OBTAIN. EMBASSY EMPHASIZES THAT TINY MARKETS HERE AND SMALL SIZE OF OUR STAFF MAKE IT IMPRACTICAL TO PLAN OR CONDUCT EXTENSIVE EXPORT PROMOTION CAMPAIGNS. WE CONTINUE TO REGARD TRADE OPPORTUNITY PROGRAM (TOP) AS MOST EFFECTIVE SINGLE MEANS OF PROMOTING US EXPORTS HERE. EMBASSY ACTIVITIES IN THIS REGARD ARE INDICATIVE OF HIGH PRIORITY WE ATTACH TO EXPORT PROMOTION. IN 22-MONTH PERIOD SINCE WE BEGAN CURRENT PROGRAM IN OCT 1973, EMBASSY HAS SUBMITTED 145 TRADE OPPORTUNITIES FOR TOTAL SALES POTENTIAL OF US\$41.9 MILLION. IN PREVIOUS 3-YEAR PERIOD 10 TO'S WERE SUBMITTED FOR TOTAL VALUE OF \$5.6 MILLION.

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3. IN VIEW OF ABOVE CONSIDERATIONS, EMBASSY IS OF VIEW THAT MOST PRODUCTIVE METHOD OF EXPORT PROMOTION WOULD BE TO CONCENTRATE ON SEVERAL MAJOR PROJECTS, WHILE AT SAME TIME CONTINUING TO BE ALERT FOR TRADE OPPORTUNITIES OVER A WIDE RANGE OF GOODS AND SERVICEW.

4. (A) CAMPAIGN #1 - BARBADOS/GUYANA CEMENT PLANT

ACTION NO. 1 - EFFECTIVE IMMEDIATELY ARRANGE VISITS TO US CEMENT PLANT PRODUCERS BY KEY OFFICIAL OF MINISTRY OF FINANCE AND PLANNING WHO IS SCHEDULED TO VISIT US UNDER IV PROGRAM. FOLLOW UP ON HIS RETURN IN OCT. (SEE BTN 1018 9* 6/18/75).

ACTION NO. 2 - CONTACT PRINCIPAL US FIRM INTERESTED IN PROJECT WITH VIEW TO ARRANGING FOLLOW-ON VISIT TO BARBADOS IN FALL, POSSIBLY ARRANGING FILM/SLIDE PRESENTATION WITH KEY GOB OFFICIALS AND BANKERS. CONTACT USIS/USDOC TO DETERMINE WHETHER FILMS AVAILABLE ON US PROWESS IN THIS PARTICULAR INDUSTRY. POSSIBLY TIE PRESENTATION TO SOCIAL EVENT HOSTED BY AMB.

ACTION NO. 3 - OBTAIN FROM INTERESTED US FIRM(S) SET OF BROCHURES AND OTHER PROMOTIONAL MATERIALS PERTINENT TO CONSTRUCTION OF BARBADOS PLANT AND PRESENT TO GOB. (PROVIDE THESE TO PM THROUGH AMB).

B) CAMPAIGN # 2 - DEEP WATER HARBOR MODERNIZATION PROJECT

ACTION NO. 1 - EFFECTIVE IMMEDIATELY OBTAIN DETAILS ON PROJECT IN LIGHT OF RECENT GOB DECISION TO SELECT CANADIAN FIRM FOR TECHNICAL SURVEY. TRANSMIT MATERIAL TO USDOC THROUGH APPROPRIATE MEANS.

ACTION NO. 2 - WITHIN NEXT 60-DAYS, CONTACT US SUPPLIERS OF GOODS/SERVICES INVOLVED IN PROJECT AND ARRANGE FOR EITHER VISITS TO BARBADOS BY REPS OF US FIRMS OR DESPATCH OF APPROPRIATE BROCHURES, FILMS AND OTHER MATERIALS. TRANSMIT THESE TO PM THROUGH AMB. IF MATERIALS INCLUDE FILM(S) OR SLIDE SHOW, ARRANGE FOR SESSION WITH GOB OFFICIALS, IDB REPRESENTATIVE, POSSIBLY AS SOCIAL FUNCTION WITH AMB HOSTING.

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ACTION NO. 3 - WITHIN NEXT 90-DAYS, WRITE TO SOME OF LARGER PORT AUTHORITIES IN US (NY, PHILADELPHIA, BALTIMORE, LOS ANGELES, SAN FRANCISCO, SEATTLE) AND OBTAIN THEIR ASSESSMENT OF MODERNIZATION PROGRAMS AND EQUIPMENT THAT THEY HAVE FOUND PARTICULARLY USEFUL. ASK THEM FOR DETAILS. PASS THESE ON TO KEY OFFICIALS (INCLUDING PM).

C) CAMPAIGN # 3 - UPDATING MAJOR PROJECTS LISTING

ACTION NO. 1 - WITHIN NEXT 45-DAYS CONTACT CDB FOR UP-TO-DATE LISTING OF ALL MAJOR PROJECTS IN AREA. SUPPLEMENT CDB EFFORTS WITH LETTERS TO PRINCIPAL BANKS IN OUTLYING ISLANDS.

ACTION NO. 2 - PREPARE LISTING WITH ASSISTANCE OF PRINCIPAL GOVERNMENT OFFICER(S) RESPONSIBLE AND SUBMIT TO DEPARTMENT, USDOC.

D) CAMPAIGN # 4 - REMOVAL OF RESTRICTIONS ON US EXPORTS (ESPECIALLY FOODSTUFFS, SPORTING GOODS, ETC.)

ACTION NO. 1 - WITHIN NEXT 90 DAYS, FOLLOW UP LAST YEAR'S LETTERS TO KEY OFFICIALS AND DIPLOMATIC NOTE ON THIS SUBJECT WITH LATEST MATERIAL FROM AGRICULTURAL ATTACHE ESTABLISHING DISEASE-FREE NATURE OF US MEATS (DANGER OF DISEASE USED IN PAST AS AN EXCUSE TO BAN US IMPORTS).

ACTION NO. 2 - CONTINUE DISTRIBUTION OF PRICE LISTINGS OF PRINCIPAL US FOODSTUFFS TO KEY OFFICIALS. FOLLOW UP WITH DIPLOMATIC NOTE STRESSING LOW COST OF US FOODSTUFFS AS MEANS OF FIGHTING INFLATION (PRIORITY GOAL OF GOVERNMENT).

ACTION NO. 3 - WITHIN NEXT SIX MONTHS, DURING VISIT OF US AGRICULTURAL ATTACHE, HOST SOCIAL FUNCTION TOGETHER WITH AG ATTACHE INVITING GOB IMPORT POLICY MAKERS, KEY IMPORTERS. MAKE PITCH FOR REMOVAL OF CONTROLS, AT LEAST ON LOW COST FOOD ITEMS.
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